

Sales Performance Report

Key Insights from the Sales Performance Report Dashboard

1. Total Revenue: \$100.73M
2. Total Customers: 20.00K
3. Total Products: 500
4. Total Campaigns: 100
5. Total Service Types: 3
6. Total Shipping Cost: \$5.05M

Analysis by Region

- Asia region has the highest sales, with Berlin, Indianapolis, Shenzhen, and Toronto as the top warehouse locations.
- Europe region has the second highest sales, also with Berlin, Indianapolis, and Shenzhen as top locations.
- North America and South America regions have lower sales compared to Asia and Europe.

Top Products by Order Amount

- "Your" product has the highest order amount at \$153K.
- "Young" and "Yourself" products also have significant order amounts.
- "Yet" and "Yes" products have lower order amounts.

Key Business Improvement Recommendations

1. Analyze the sales trends over time and identify opportunities to drive growth in low-performing regions and product categories.
2. Investigate the reasons behind the strong performance of the "Your", "Young", and "Yourself" products and consider

Sales Performance Report

scaling production or marketing efforts for these top sellers.

3. Review the shipping costs and explore ways to optimize logistics and transportation to reduce the \$5.05M in total shipping expenses.

Customer Insights Report

- Total Sale: \$100.73M
- Total Customers: 20.00K
- Total Products: 500
- North America region had the highest Response Rate (79.48%) but lowest Conversion Rate (-48481.06%)
- Europe region had the second highest Response Rate (77.07%) but also had a large negative Conversion Rate (-47550.00%)
- Asia region had the lowest Response Rate (77.27%) but the smallest negative Conversion Rate (-50606.81%)
- Top customers by order amount are Lisa Smith (\$58K), Michael Brown (\$57K), and Michael Smith (\$46K)
- Top customers by order count are John Smith (10 orders), Lisa Smith (10 orders), Michael Brown (10 orders), and Michael Williams (10 orders).

Campaign Insight Report

- Total Campaigns: 100
- Total Sale: \$100.73M
- Response Rate: 507.24%
- Conversion Rate: 311.30%
- Top campaign by order amount is Professor Campaign (\$190K)
- Top campaigns by conversion rate are Computer Campaign (17.68%), Until Campaign (16.82%), and Nearly

Sales Performance Report

Campaign (14.02%).

Logistic Insights Report

- Total Warehouses: 4
- Total Shipping Methods: 3 (Air, Sea, Ground)
- Total Shipping Cost: \$5.05M
- Asia region has the highest total shipping cost of \$1.05M, with Berlin as the most expensive warehouse location
- Europe region has the second highest total shipping cost of \$1.10M, also with Berlin as the most expensive
- The top shipping method by cost is Air, accounting for \$2.51M in shipping expenses
- Shipping costs are highest in September (\$0.44M) and lowest in March (\$0.42M).

Summary Dashboard

- Total Revenue: \$100.73M
- Total Profit Margin: 27.61%
- Orders Completed: 24.96%
- Top Customers Revenue: 99.98K
- Total Service Types: 3
- Total Shipping Cost: \$5.05M
- Avg Conversion Rate: 15.56%
- Avg Response Rate: 78.1%
- Difference in Conversion Rate: -195.94%.

Focus Areas

Sales Performance Report

1. Improving conversion rates, especially in the North America and Europe regions.
2. Optimizing shipping costs, potentially by exploring more cost-effective shipping methods beyond just Air.
3. Analyzing the top-performing campaigns (Professor, Computer, Until) to understand what makes them successful and apply those learnings to other campaigns.
4. Investigating the root causes behind the large negative conversion rate differences to address any underlying issues.